



Woking Town Square Usage Policy



Updated February 2007

Contents:-

| | |
|---|---|
| Introduction | 3 |
| Objectives | 3 |
| General Policies | 4 |
| General Code of Conduct | 5 |
| Market Researchers | 6 |
| Information & Advice | 7 |
| Non political government and health organisations | 7 |
| Political/Lobby Organisations | 7 |
| Private Organisations | 7 |
| Charity Collections | 8 |
| Coin Collections | 8 |
| Direct Debtors/ Face to Face | 8 |

Introduction

The Town Square is the focal point of Woking Town Centre. It is a place where people can undertake a variety of activities, be entertained, enjoy shopping and leisure activities or merely sit in the open air. It is important to ensure that any entertainments and activities enhance the image of the Town Centre and especially in relation to the movement and parking of vehicles or the use of cycles and skateboards, that they do not compromise the safety of visitors to the Town Square. It is a valuable communal space in the heart of the town, which needs to reflect the requirements /wishes of Woking's users.

Objectives

The objectives for the use of Town Square are:-

- a) To improve the general character and enhance the image of Woking Town Centre
- b) To ensure clear pedestrian routes are maintained
- c) To manage the number of external activities in the town square, (market researchers, charities collections etc) to safeguard users enjoyment
- d) To facilitate and encourage appropriate events and entertainment in the town square.

General Policies

- All bookings for Woking Town Square are to be made through Woking Borough Council except for Market Researchers who may book through Christ Church Woking
- No bookings of the groups below should be permitted on the same day e.g. when the Farmers Market is in operation in the town square, no other event or charity collection is permitted unless special consideration is granted
- Written evidence of Public Liability insurance cover for £5,000,000 is required to confirm the booking
- A photo or drawing of the stand/display must accompany the booking with a sample of any promotional literature
- A risk assessment must accompany all bookings.
- All entertainment in Town Square must be booked in advance through Woking Borough Council who organise a programme of events for each calendar year.
- Only markets agreed by Woking Borough Council are permitted in the Town Square
- Vehicle Access to only be permitted in Town Square for Market Traders before 9.00 a.m. and after 5.00 p.m.
- The Council reserves the right to permit vehicles to enter and exit Town Square within these hours for specific Council purposes.
- Written evidence of fully comprehensive vehicle insurance is required
- Maximum gross vehicle weight is 3.5 tonnes.
- The Council reserves the right to refuse entry to any organisation, relocate activities in the town or cancel the booking
- The Council will not be liable for any loss or damage to any equipment or goods belonging to or under the control or custody of the booked users of Town Square
- Delegated authority be given to the Head of Neighbourhood Services to approve bookings that differ from the policy in exceptional circumstances.

General Code of Conduct

The general code of conduct for all users of the town square to abide is:-

- You must not stand/sit, or spread out your equipment etc so as to cause obstruction of the highway (footpath), entrances/exits to shops and other premises, or to shop window displays
- Amplifiers and loudspeakers may only be used at reasonable levels so as not to cause a nuisance. Mains or generated power amplifiers are not permitted
- Entertainment should normally only take place between 10.00 a.m. and 6.00 p.m., with performances lasting a maximum of 2 hours, and no return to the same place within 2 hours unless special consideration is granted – e.g. Woking Carnival. Please note particularly busking and entertainment must cease if requested by, Police, or an officer of the Council
- All booked users should not perform in a manner that may be considered dangerous to them or the general public, and shall not dress or say anything, which is likely to cause alarm, distress or offence to a member of the public
- All booked users of the town square must not say or do anything that could pressurize or harass people and must not engage in manipulative techniques with members of the public

Market Researchers

- Only one company allowed to conduct research a day
- Maximum of 6 researchers to be in the town for one company on any one day
- Four proposed areas for the researchers to stand to approach individuals, two researchers at each of the agreed sites. This will assist with a representative sample
- Official ID must be displayed at all times
- Four agreed sites are:-
 - i. Outside Christ Church Woking, between Mercia Walk and the Town Square
 - ii. Along Church Path
 - iii. Along Commercial Way
 - iv. Along Chertsey Road

Information & Advice

Non political government and health organisations

- Are welcome to book to exhibit information subject to the general conditions.
- Must position their information point at least 4 meters away from Ambassadors entrance between Next Window and the Library
- Official ID must be displayed at all times

Political/Lobby Organisations

All political and lobby organisations are permitted to book to use the Town Square, providing:

- they meet the Town Square general policies
- the Police have no objections on Public Order grounds to any one organisation using the Town Square
- only one organisation is permitted in the Town Square on any day; and are not permitted when any other activity is taking place such as the Farmers Market
- bookings are made on a first come first served basis.

Private Organisations

No private companies are allowed in Woking Town Square except those working for Woking Borough Council. However, it is suggested that companies look to hold exhibitions/shows/information stands at H G Wells.

Charity Collections

Coin Collections

- Permitted on Friday, Saturday and/or Sundays
- Official ID must be displayed at all times and permit obtained from the Council
- Maximum of one charity collection in the Town Square at any one time
- Maximum of 3 fundraisers in Woking Town Square; however where children are collecting a relevant number of supervisors are also permitted.
- Maximum of 1 fundraiser per site. 3 sites are proposed:-
 - i. Between the Library and the steps to the Christ Church
 - ii. Between the entrance of Wolsey Place and Peacocks but they may not enter either shopping centre
 - iii. Between the entrance of the Library and Peacocks Centre
- Exceptions are made for Poppy Appeal and Normandy Veterans who are welcome for the length of their appeal – typically one week

Direct Debtors/ Face to Face

- Only Public Fundraising Regulatory Association member charities are permitted
- Maximum of 12 bookings per year, once a month between Monday – Thursday
- Official ID must be carried and displayed at all times
- A BIB or jacket highlighting the charity must be worn at all times
- A sign clearly stating the costs involved must also be displayed at all times
- Maximum of 2 canvassers in Woking
- Maximum of 1 canvasser per location, 2 locations available:
 - i. Between the Library and the steps to the Christ Church
 - ii. Between the entrance of Wolsey Place and Peacocks but may not enter either shopping centre
- Canvassers should be positioned in such a way to offer an adequate “comfort zone” to those users of the town centre who choose not to engage with them and at a minimum of 5 metres away from the shops/companies entrance to not deter people from entering
- Canvassers can either book on a first come first served basis or organise between the charities when they would like to visit the town and submit a request form. The Council reserves the right to refuse any application where the Town Square is required for other purposes.